

SIMPSON'S SIMPSON'S SIMPSON'S

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Gladsome Easter Frocks For Little Misses

There are hundreds of little hearts just throbbing with joy in the anticipation of gay new Easter frocks, suits, coats, and bonnets. And to make these hearts the joyfulest possible, we have gathered together the very nicest little wearables we could find for Easter and all the days that follow. Loveliest you ever saw, in all the jolly bright shades wee people, and big people too, love in Springtime. This page pictures only a few from the great assortment. Lovely little creations for "bestest" dresses, dear little play suits with all sorts of pockets for treasures, smart little gingham gowns for the important young lady just off to school, and of course we haven't forgotten the "wee tot" so worried about her first really-truly Easter bonnet. If you'd like to visit "Happyland," just come and see our Kiddies' Shop.



[A]

A—Of course mother never expected her to skip in this exquisite little coat of soft shining satin. Hand-embroidered white georgette over-collar and white silk lining with padded underside. Sizes, 4, 5 and 6 years. Price .... 30.00

D—A small boy with an eye for dash in his togs will seize on this snappy wash-suit. Button-on pants of tan, navy, reseda or saxe blue chambray. Hand-embroidered or smocked waist of white mercerized cord. Sizes 2 to 5 years. Price 7.00



D



B

B—What little Miss but would quite on this crisp little taffeta frock with its novel embroidered coatee and cunning flutings? Navy, copen or brown. Sizes 12, 14 and 14X. Price 19.50

C—Equally lovely for Easter or Confirmation—this winning frock of sheerest, snowiest English voile with Valenciennes lace, pintuckings and soft satin girdele in blue or pink. Sizes 8 to 14 years. Price ..... 10.00



E

E—The "Patsy," cutest of rompers for wee 2 to 5 kiddies. Note the Dutch poke pockets, the hand blanket-stitched neck and sleeves. Made from chambray, in rose, navy, copen, pink and saxe. Price ..... 5.50



F G

I—Miniature "grown-up" frock for girls of 10 to 15 years. Featuring the new Eton coat very smartly embroidered. Colors, navy or soft green. Price .... 18.50



H—Her Gingham Gown, no less. Hand-embroidered white organdie collar and wide sash caught in front with big pearl buttons with streamers. Sizes 8 to 14 years. Price 12.50



H

F—An exclusive little frock for Miss 2 to 6 years. Made from fine Devonshire chambray, in saxe or pale yellow. White Fauntelroy ruffles, black velvet ribbon girdele and hand-embroidery. Price .... 8.00

G—For the tiniest tot, what could be lovelier than this coat of white Crepe de Chine, silk-lined and warmly interlined. Sizes 6 months to 2 years. Price .... 15.50



Misses' Easter Coats



Stunning Models Greatly Reduced

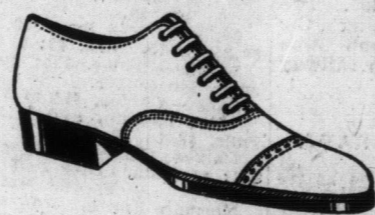
No less remarkable than the values is the fact that there is not one, but many styles at each moderate price—a fact that adds far greater interest to the choosing.

The question of the Spring Coat may be easily solved from amongst this selection. Nothing is lovelier over a dainty Summer frock, and nothing is more serviceable for a motoring trip. A comfortable top coat is really a necessary requisite in every girl's wardrobe. These models are fully lined.

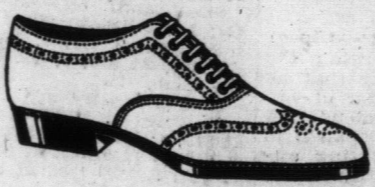
Besides, there are such favored materials as velour, polo cloth, jersey and wool poplin in the assortments—with contrasting trimmings, leather belts and pipings, strappings, cord tucks, chenille stitchings in Oriental tones and novel buttons for charm. Popular Spring shades. Sizes 14 to 20 years. Prices, \$35.00, \$37.50, \$42.50, \$45.00 and \$47.50.

Simpson's—Third Floor.

Some of the New Boots and Oxfords for Men



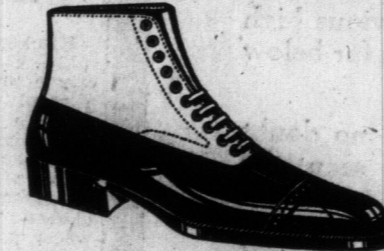
A—Black Gunmetal Oxford Shoe, Goodyear welted leather soles. Recede and medium recede lasts. Widths C, D and E. Sizes 5 1/2 to 11. Price 9.00



B—Dark Brown Calf Oxford Shoe, Goodyear welted leather sole. Recede last with toe-cap; English last with brogue perforations; wide last with toe-cap. Widths C, D and E. Sizes 5 to 11. Price .. 10.50



C—Dark Brown Calf, Laced Boot, Goodyear welted leather soles. Made on recede last in blucher and lace styles. Straight last, medium round toe in laced and blucher styles. Full, round toe, blucher style. Widths C, D and E. Sizes 5 to 11. Price.. 12.00



D—Patent Leather Laced Boot, with dull leather tops. Made over the French last, a very smart model. Goodyear welted leather soles. Widths C and D. Sizes 5 to 11. Price ..... 12.00

E. SIMPSON'S

Men's Winter Underwear Reduced

True-Knit, Stanfield and Mercury Brands

Men's winter-weight combination underwear in counter-soiled lots from our regular stock. Pure wools and wool and cotton mixtures. Buy next winter's supply now, as next fall's prices will be up from 25% to 35%. Sizes 32 to 44. Regularly \$1.75 to \$10.00. Today, 33 1-3% off.



\$4.00 Flannelette Pajamas, Tuesday, \$2.98

600 Suits Men's Flannelette Pajamas, pink or blue stripes on light grounds. A special purchase from a large Eastern manufacturer. French neck, silk frogs on coat, pearl buttons. Sizes 34 to 44. Regularly \$4.00. Today ..... 2.98

Vertical text on the right edge of the page, including 'NO DO IS', 'Bonar Law Says D Right to Time, Bu tial to Declares Unaccept', 'London, Ma Asquith, forme of a one-parlia in the house of home rule of Lloyd George, v laments for Ine- terized as ab- Particular in- contest betwee mer premier, b the leadership b but as yet they The fact tha spread in Irela leads added in outcome of the house, but the until the comm Mr. Asquith's bill, but contra Lloyd George until tomorrow, really seems t and today's p- are no much e- cements take tw From the oppo- is useless to p- in certain to- fected by the l- the supporte- grant self-det- ing conditions v- consensu to a- Irish republic v- ment could per After the pr- Asquith and A- debate was co- bers. The hope- son, the Ulster- speak, was not- spirit; seemed, which gradually- bate was adju- tonight. Sir Donald Ma- debate tomorrow- George and Wil- leader, as the d- may be a divi- ment for Easter- Mr. Asquith d- "cumbersome dupli- ing that "from- ficiency there is- He recalled a- pledge that, Ir- parliament and- hered to that wh- he said, with no- until order had- aserted that the- could not be got- a wide reform- system. The substi- tute measure on- the Asquith contin- (Continued on

ONE-WAY ON SE

During Rush Stand Onl Dov 40 PARKIN Two Hours is Motor P

The new regul- tic on the stre- approved by the- missioners yest- lowing several- various local bu- lions and with- department, rea- both parties we- effort to solve- on downtown s- streets have be- as follows: Victoria stre- and Adelaide st- street for north- Leader Lane s- street for south- Colborne stre- Church streets- street for east- Jordan street- street for south- Bert street s- street for north- The driveway- Queen's Park t- for northbound- driveway on th- Park to be a cr- bound traffic or- Spadina aven- Knox College s- way street for- Spadina aven- Knox College c- way street for- No vehicle sh- the following- hours of 4-45 p- for a five-min- the hours of 9- (Continued on

BANQUE Vancouver, M D. Chown, vete- requested here- the east on Mon- General Odium